

From the Big Screen to the Real World





LIGHTS, CAMERA, ACTION!

US Snapchatter visits to

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movie theaters

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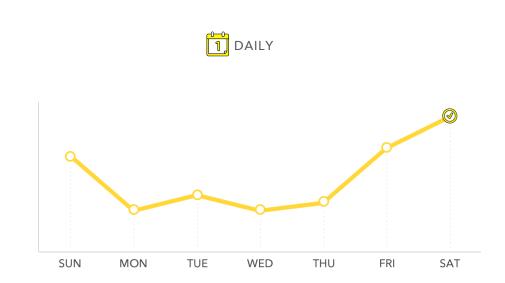
Award season is in full swing, so in this latest edition of Footprints, we're rolling out the red carpet for moviegoing Snapchatters and their foot traffic patterns.

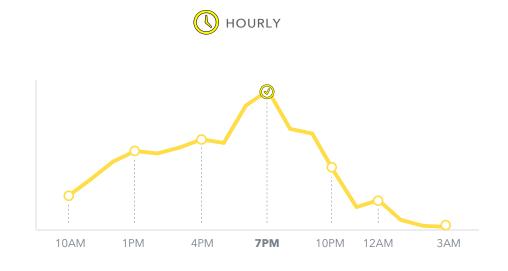
When compared against Box Office Mojo, a box office tracking database, Snapchatters' foot traffic patterns to movie theaters have an 86% correlation to the top 10 box office sales. With that in mind, let's see who these film buffs are, and when they love to go to the movies most.

WHEN DO SNAPCHATTERS VISIT?

When we take a look at the when and where of moviegoing, US
Snapchatters, on average, visit movie theaters at least once a month.² In general, they tend to head to the movies towards the end of the day, and there's a significant lift in movie theater foot traffic between 6pm and 8pm — most of which occur at 7pm.²

US Snapchatters tend to visit movie theaters most on Saturdays.² Movie theaters also see a pop in visitation on Tuesdays among Snapchatters ² – potentially due to promotional deals like "\$5 Ticket Tuesday" and "Discount Day," offered by several large theater chains.





Note: The data and methodology that drive the following insights are consistent with our <u>philosophy</u>: help show Snapchatters content they care about while protecting their privacy. Our Foot Traffic Insights only consists of aggregate user data. Privacy has always been a priority at Snapchat. To learn more, visit our <u>Privacy Cente</u>r.



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BEFORE AND AFTER: VISITATION TO MOVIE THEATERS

Before a weekend trip to the movies, Snapchatters can be found in moments of rest and relaxation. You're likely to find them outdoors at a park, shopping at a farmers market, making quick purchases at a convenience store, or prepping for a party at a party supply store. After the movie ends, they may continue their fun night out at a bowling alley or arcade, enjoy a nice meal at a fine dining restaurant, or indulge at a cafe or a sweet and dessert shop.³

	BEFORE
Parks	Convenience Stores Dog Parks
Childrens Apparel	Party Supply Stores Farmers Markets
	AFTER
Bowling Alleys	Breweries Fine Dining Restaurants
Gaming Arcades	Cafes & Coffee Shops Sweet & Dessert Shops



AUDIENCE AFFINITIES

From shopping for toys, to traveling with family or making trips to theme parks, moviegoing Snapchatters are more than twice as likely than the average Snapchatter to take part in family oriented activities. They're also more likely to shop at department stores or shopping malls.²

Compared to average Snapchatters, moviegoers are more likely to be:



To uncover more consumer insights and learn more about reaching and converting shoppers who visit your brick-and-mortar locations, use Snapchat's <u>Audience Insights</u> tool to curate impactful marketing strategies informed by location technology.



How Advertisers Can Benefit From Footprints Insights



REACHING YOUR AUDIENCE

Using these insights can help advertisers of all sizes drive effective creative messaging and campaign targeting that drives foot traffic to brick-and-mortar storefronts. If you're interested in engaging your audience through geo-specific ad creative (like Geofilters and Lenses), Snapchat offers a variety of products to help cater your campaign around location.



OPTIMIZE FOR IN-STORE VISITATION

Foot traffic is essential to many industries, especially for entertainment. Reaching the right people at the right time and place is key to driving in-store visitation. Consider your audience's path to purchase, and optimize your campaigns so that they see your ads when they're at their most relevant.



DRIVE ENGAGEMENT BASED ON INSIGHTS

Understanding the interests of your in-store visitors can help you build your ad creative to captivate their attention. For example, knowing Snapchat moviegoers are likely to have a sweet tooth, Snapchatters in the "Candy & Sweets Lovers" Snap Lifestyle Category can inform how you position your messaging. You can learn more about reaching your in-store visitors by interest-based Snap Lifestyle Categories here.

Whether you're a marketer or just interested in the Snapchat community, we hope Footprints helps you better understand the lifestyles and habits of Snapchat's unique audience.